

2015

Communications Business Plan



City of Sugar Land

OFFICE OF COMMUNICATIONS BUSINESS PLAN

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OFFICE OF COMMUNICATIONS

2015 BUSINESS PLAN

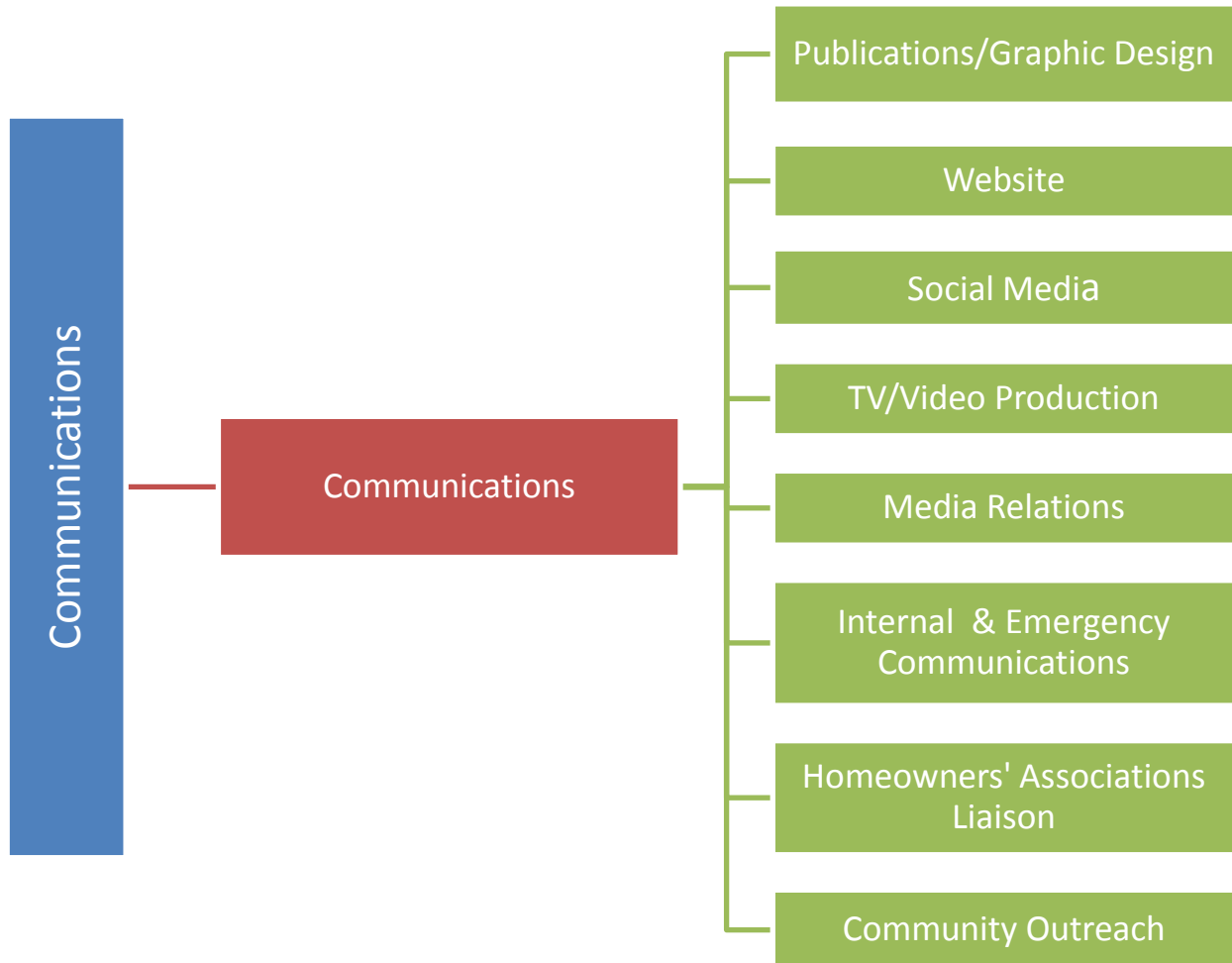
MISSION STATEMENT

To clearly and accurately communicate information of key City services, programs, messages and values; to foster an engaged and informed citizenry; to protect the safety and welfare of our citizens; to provide leadership in further strengthening and promoting Sugar Land's "brand" as a benchmark for superior municipal government service through all City communication tools including publications, website, municipal television, media relations, emergency communications and community outreach; and to serve as a resource to City departments for delivery of their specific communication needs.

Values:

- Understanding and responding to the needs of our citizens and fostering open, responsive and accessible communications is our highest priority.*
- Truth, accuracy, transparency and candor in governance and communication are essential for mutual trust and respect, and an open and free dialogue between citizens and those who govern.*
- Communications tools and methods must be effective and adaptable to reach and serve diverse groups, ensuring equal access and awareness, a cornerstone of democracy and open government.*

FUNCTIONAL STRUCTURE



2015 STRATEGIC PROJECTS

CURRENT OFFICE LED PROJECTS AND INITIATIVES

PUBLIC EDUCATION & COMMUNITY INVOLVEMENT BEST PRACTICES

PROJECTS IN WHICH OFFICE IS A TEAM MEMBER

CRIME PREVENTION CAMERA PROJECT

311 CUSTOMER SERVICE VISION DEFINITION

VISIT SUGAR LAND TOURISM PROGRAM IMPLEMENTATION

CITYWIDE BRANDING

PEDESTRIAN BICYCLE MASTER PLAN IMPLEMENTATION

LAND USE PLAN

DEVELOPMENT CODE UPDATES

PROJECTS IN WHICH OFFICE IS A RESOURCE

TBD

2015 Program of Services

PROGRAM - COMMUNICATIONS

PROGRAM SUMMARY

Provide open, honest and easy access to city government to residents, media and the general public. Provide accurate and timely information, strive for transparency and excellence, encourage understanding and participation in city government while enhancing awareness and pride in the City's rich history, accomplishments, programs and services.

To facilitate and serve as a resource to City departments to manage their individual communication needs effectively and efficiently.

Support the Council and City management in planning, communicating and implementing programs, services and goals that promote and/or impact our overall quality of life, healthy economy, development, and the safety and welfare of our citizenry.

Service 1: Publications

Develop and produce community newsletter called Sugar Land Today, Annual Report and calendar; consult and assist other City departments in the development and production of their special publication needs including photography, brochures, posters, flyers and other design needs; assure proper use of City logo and Key messages.

Activity: Sugar Land Today

- Annually produce four seasonal community newsletters; content averages 16 pages plus other special publication inserts (ex: Emergency Preparedness Guide, Water Quality report, Election guides, etc.)
- Develop issue plans with directors based on management projects, Council action, citizen feedback and budget information; obtain city manager's approval of issue plan and help develop letter theme and messages.
- Create original copy and edit copy provided by departments.
- Manage editorial process, photography, design and layout and obtain other graphic elements as needed.
- Manage printer bid process to ensure value for City; work with printer to maintain production values.
- Maintain accurate number of copies needed along with postal requirements and process by regular consultation with Postmaster; bulk-mailed to all households and businesses within the corporate city limits.

- Make copies available to all employees, to departments for their use, HOAs and other community meetings, regional elected officials, City Hall visitors and other City facilities.

Activity: Sugar Land's Annual Report

- Develop, design and produce the City's annual report to be distributed via the City's website.
- Develop theme and timeline; coordinate creation of text including financial and department information; manage photography, graphics and design
- Manage software needed to post online.

Activity: Annual Calendar

- Develop and produce one annual calendar mailed to all City residences and businesses each December; planning and development Sept-Nov; manage photography and graphics; and collect/edit calendar dates and important city contact information; design completed in November; printed and mailed by end of second week of December.
- Manage printer bid process to ensure value for City; work with printer to maintain high production values.
- Maintain accurate number of copies needed by regular consultation with Postmaster; bulk-mailed to approximately 28,000 residents and businesses; distributed at City Hall and other City buildings and individual departments along with other community locations, HOAs, City-sponsored community events, etc.

Activity: Publications & Design Needs – Brochures, Pamphlets, Posters and Photography and other Special Projects

- Assist other departments in the development and production of various brochures, posters and other publications.
- Special Projects – Communications staff work closely with all City departments in developing print pieces, marketing materials and communications strategy for special projects and other special city events or needs. This may include anything from creation of special event logos to streetlight banners, lobby or event banners, posters, flyers, invitations, event programs, community displays, promotional items, recreation guidebooks, public safety, etc.
- Update and redesign publications as needed, such as the Emergency Preparedness Guide (Office of Emergency Management); Vendors Guide (Purchasing); CHAMPS employee brochure (Human Resources), etc.
- Consult, create, plan and implement other special projects as requested by City management or departments, e.g. Ballpark Art work, 50th Anniversary sculpture; History

of SL Images of America book; Fort Bend County Library Mural project for Impact A Hero group, etc.

Activity: Brand Management

- Assure the consistent use of the City's brand -- including proper logo usage, messages and design standards -- in all published materials. Review, approve and manage any requests from business cards to t-shirts, advertising or other printed materials, elevated storage water tanks, etc., in order to protect the integrity of the logo and the City's image.
- Create and provide templates, working with printer as needed, for City business cards, to maintain quality, consistency and adherence to City policy.

Activity: Photography

- Provide staff or other professional photographers and images to support all publication needs.
- Provide photographic services for all City major events.

Service 2: Website

Manage the editorial content, design and redesign of the website. Work with department Web administrators to ensure proper training in website administration and guidance on information presentation and development. Review and approve all web pages and continue to build the website as a virtual City Hall with the most up-to-date city news and information, ensuring easy accessibility and access to e-services. Provide e-newsletters and monitor web use for impact, most up-to-date information and best practices.

Activity: Internal Training and Web page Oversight

- Train Web administrators on Web Content Management System; conduct group or individual training sessions and consultations, as needed.
- Troubleshoot and fix or report problems with Web CMS (Content Management System).
- Provide oversight and guidance for creating and maintaining department Web pages.
- Provide imagery, design and content review as needed.
- Meet with employee web steering committee on a regular basis to address needs and ensure consistency and best practices.

- Manage and direct focus groups to ensure navigation and content meet community standards and industry best-practices.

Activity: External Website Development & Consulting

- Consult with enterprise departments (airport, economic development, tourism) on recommendations for website design, function and other best practices for departmental needs. Enterprise websites will be maintained by enterprise departments and their website vendors.
- Work with IT and contractors as needed to help ensure department needs and functionality are met.

Activity: Internal Website & Web Pages Development & Consulting

- Ensure departments are reminded to regularly maintain and update their respective pages.
- Provide guidance to each department's web administrator to effectively present departmental information, assisting with target audience and appropriate content. Review pages periodically and follow-up with suggestions when appropriate.
- Review/approve all website pages within 48 hours.
- Routinely check for functionality and broken links that inhibit easy use and accessibility.
- Continually review department content to address the usability, use of different technology, navigation and the visual aesthetics of the pages being created to adhere to the overall "look and feel" of www.sugarlandtx.gov.
- Manage and update web templates for CMS.
- Update and monitor pages on a continuous basis throughout the website and suggest new content and/or page updates or revisions, uploading to website.
- Monitor web administrators' timely changes to department web pages, and assist when necessary.
- Update web pages assigned to Communications (i.e., home page, events calendar page, Hot Topic section, News Release Page, About Sugar Land, SLtv16 / Press Room, etc.)
- Establish and manage web content committee.
- Establish and facilitate web focus groups of employees or citizens.

Activity: E-Services

- Work with IT and departments in the initiation or improvement of online transaction services for residents.
- Assure functionality with the website.
- Troubleshoot as needed when residents are unable to access or initiate the service.

Activity: Web Tracking and Statistics

- Monitor web traffic to evaluate and review how the website is being used by residents.
- Create and provide reports to departments as requested.
- Work with departments to improve traffic to web pages.
- Produce monthly web usage reports with web tracking software; provide quarterly reports to Communications Director for distribution to executive team.

Activity: E-News Report and Web Marketing

- Design and distribute monthly E-News Report (e-mail subscription list containing summary of news releases or event notices).
- Create HTML layout with links to direct traffic to the website.
- Evaluate departmental inquiries regarding new web technology.
- Meet with departments to discuss ideas and clarify needs.
- Identify and initiate search for vendors offering solutions and technology to meet the needs of the department.
- Facilitate meetings between vendor, Information Technology Department and the requesting department to discuss scope, project time frame, costs and other various issues. i.e., website redesign or special functions requested.

Service 3: Social Media – Facebook, Twitter, Flickr, YouTube, Pinterest, etc.

- Develop and monitor all City Facebook pages, Twitter, Flickr, Youtube, Pinterest, Hootsuite and other social media tools.
- Ensure all City news releases, media alerts, emergency and urgent City service notifications and events are posted on official City Facebook page, Twitter and other appropriately identified social media tools; manage social media content for accuracy, timeliness and design needs.

- Ensure all content adheres to City Social Media Policy and provide approvals for other department submitted materials.
- Manage creation and scheduling of content via Hootsuite with department input including photography or video needs.
- Closely monitor all Facebook content on City's main Facebook page, Tweets and other social media posts; refer to the appropriate department or person for response or resolution; if posts are deleted for inappropriate content, log and archive all posts before deletion.
- Monitor multiple times daily for comments to ensure timely dispensation of information or questions for resolution; also notify Communications Director and Assistant Director of any new postings.
- Monitor Facebook development and technology changes and assist with city policy review, modifications and department requests for additional Facebook or other social media tool usage.
- Train designated department social media reps on proper usage and policy.
- Monitor separate Parks and Recreation, Police Department and Tourism Facebook and Twitter pages to ensure policy compliance. Harvest social media content from department pages to share on other City tools.

Service 4: TV/Video Production

Broadcast government meetings; produce timely news briefs, informational videos about City programs and services; maintain electronic informational City and Community bulletin boards; provide backups for content disruption; create videos for internal use. And monitor media information on city-related news. Utilize annual Public, Education & Government (PEG) funding to enhance broadcast equipment and capabilities.

Activity: City Council and Planning & Zoning Commission meetings

- Produce live Council and P & Z meetings (4X/month) operating cameras and character generator during meetings for live production & later rebroadcast.
- Perform necessary post-production of meetings to provide rebroadcasts within 48 hours after the meetings; 2 Council and 2 P & Z meetings/month.
- Post final meeting digital files for rebroadcast.
- Broadcast 2-6 hours of meetings each day (including Fort Bend County's Commissioners Court Meetings and Fort Bend ISD).
- Production will include downloading to the proper software, deleting intermissions, adding electronic titles, enhancing presentations if needed, creating video introduction/conclusion sequences, etc.

- Train and supervise staff videographers/producers to perform identified tasks.

Activity: Posting Other Government Meetings

- Work with local government designees to obtain recordings and post Fort Bend County Commissioners Court and Fort Bend ISD regular meetings.
- Perform necessary post-production necessary to ready the files for TV.
- Post final digital meetings for regularly scheduled rebroadcasts.

Activity: Video Production

- Work with departments to identify opportunities for original programming or story ideas, which should result in 2-3 new in-house videos per month.
- Identify stories, develop and write scripts; shoot, produce and edit videos for broadcast, website and social media.
- Perform necessary post-production and effects for best presentation.
- Provide direction, writing, editing and facilitate approval of in-house video production.
- Produce 2-3 videos, promos or public service announcements per week.
- Work with departments to identify video public service announcements available through professional organizations, or create as needed and time available.
- Identify specifications for video cameras and related equipment and purchase needed equipment.
- Develop videos for internal use as able to accommodate requests.
- Identify and produce series of “ever-green” type videos that can be produced for regular rotation seasonally or during events such as emergencies, mosquito season, “brown” water incidents, etc. Update as needed or as the need for new topics arise.
- Post videos and schedule for play-back.
- Send all produced videos to be posted on web and social media to maximize information exposure.
- Videotape major City events for stories, promos or stock footage, for use as needed.
- Establish contacts with regional municipal channel professionals as a resource for best practices.

Activity: City & Community Bulletin Boards

- Identify and create original content for City and Community Bulletin Boards and update weekly, or as needed. City content will be rotated between scheduled programming of meetings and other programming; Community Bulletin Board content will air at designated times in AM and PM.
- Work with departments to update City Bulletin Board with current information on City-sponsored events, programs and services, updating at least weekly to ensure material is fresh and up-to-date.
- Identify, solicit and post appropriate content from area government agencies, property owner, homeowner associations and qualified non-profit community groups to rotate on a timely basis.
- Update content at least weekly and monitor dates to ensure material meets 30 day rotation guidelines or event deadlines.
- Identify and format appropriate graphics for inclusion on both city and community bulletin boards.
- Manage design and technical needs for informational global crawls and selection of appropriate RSS feeds to provide most relevant and useful information for residents including timely news and business headlines, weather alerts, conditions and forecasts.

Activity: Emergency and Urgent Community Notifications

- During EOC activations or significant interruption of city services or programs, SLTV16 content will be replaced with emergency or urgent community notifications, videos and global crawls which will be regularly updated.

Activity: Content Disruption

- To the extent possible, SLTV16 equipment will minimize disruptions of programming.
- Work with vendor and Information Systems to develop a contract providing for emergency service in the event of equipment failure.
- Make backup DVD copy of SLTV16 community bulletin board on weekly basis to use as needed.
- Work closely with IT department to ensure collaboration on technical and content needs.

Service 5: News Releases, Media Relations, Public Safety Communications & Citizen Survey

- Facilitate and manage communications with the news media in communicating day-to-day city services, programs and public safety communications.
- Manage police and fire public safety messages and all emergency communication needs.
- Provide information to citizens on emergency and urgent city service interruptions during EOC activation and as needed.
- Provide media training and consulting to City staff.
- Manage surveying, tracking and assessing citizen opinions on City services and programs.

Activity: News Releases

- Communications is the contact for all media inquiries.
- Act as a consultant/counselor to management on topics or messages to be developed for news releases, communication plans and other communication tools.
- Seek opportunities to publicize City achievements, programs and other initiatives to educate and inform residents and partner with departments to initiate; include key messages important to the City and branding efforts.
- Edit, approve and distribute news releases as drafted by departments, always including key messages.
- Post news releases to Website, SLTV16 and Social Media.
- Create and distribute E-News monthly.

Activity: Media Relations

- Communications is the contact for all media inquiries received by City personnel and all media requests are monitored and handled 24/7 by the Communications Director and Assistant Director.
- As appropriate, consult and advise management on topics to be addressed in the media.
- Act as internal consultants to directors in development of media responses and appropriate city spokespersons. This includes acting as the City's spokesperson.
- Ensure inclusion of key messages.
- Respond in a timely manner to media inquiries and provide accurate information.
- Monitor media coverage and correct inaccuracies.

Activity: Public Safety/Emergency Messages and Response

- Work with police, fire and emergency management for development, approval and dissemination of all public safety news releases and messages including emergency notifications and urgent City service changes or interruptions.
- Appropriate news releases, copy and communication plans/planning are identified and produced in partnership with each department.
- Handle all copy writing, revisions and approvals with directors and Public Safety Executive Team member.
- Distribution of news releases and dissemination of information throughout other Communication department tools including SLTV16, website, e-police subscribers and SLT.
- Identify opportunities to publicize outstanding public safety achievements, new programs and other initiatives.
- Communications Director and Assistant Director are available **24/7** for any public safety and/or media needs.

Activity: EOC Activation and Urgent Community Service Interruption Notifications

- Counsel management on message development. Keep management updated on media coverage/citizen feedback via website, SLTV16 and emergency hotline.
- Staff Emergency Operation Center working with Incident Command & Policy Team.
- Respond to media.
- Distribute time sensitive information to citizens in appropriate manner and tools including emergency, urgent or important service interruptions or changes via reverse notification messages.
- Prepare news releases.
- Manage news conferences.
- Assure Communication staff is up-to-date in all emergency NIMS training and EOC procedures.
- Work with staff and Executive Team to prepare, record and distribute reverse notification messages, ensuring tool is appropriately used; notify departments, City Managers, and City Secretary staff of scheduled messages.
- Maintain City Emergency Message Line.

Activity: Media News Conferences

- Develop message strategy with management approval.
- Prepare news releases.
- Manage news conferences providing supporting materials when needed.
- Anticipate reporters' questions, and develop speaking points.
- Work with media on any needs or requests they have.

Activity: Internal Media Response

- Inform City officials of information provided to media.
- Provide City officials information regarding spokesperson and broadcast times.

Activity: Media Training

- Develop and present periodic media training to staff (Police, Fire, department heads or when specially requested by individuals or groups).

Activity: Citizen Satisfaction Surveys

- On a two-year basis (or Council-directed timeframe), manage the process and selection of vendor to track and survey citizen opinions on City services, programs, etc.
- Work with departments and executive team members to determine key issues to be tracked from previous reports along with new issues or questions identified.
- Develop questionnaire and preferred sampling methods, working with vendor and managing the process.
- Assess and present findings to City Council, City Managers, Directors and departments.

Service 6: Internal Communications

Provide support and tools to enhance communications with City employees, create and implement citywide communications plans on major City needs or initiatives, research and write public speeches as well as awards applications which assist in further recognizing the City's programs, services, accomplishments and key messages.

Activity: Creation of Communication Plans for Major City Initiatives

- Consult with City managers and departments on recommendations for creation of communications plans for any major City needs or initiatives such as annexation, bond

or regular elections, 50th Anniversary, mobility, etc., creating and reinforcing key City messages in all communications.

- Create communications plans incorporating all appropriate communication tools.
- Estimate costs, create releases and other print collateral; provide photography, graphic design or whatever collateral is identified for the communication plans.
- Implement, plan and act as consultant for all media response and needs throughout course of communication plans.
- Provide feedback and measurement of communication initiatives as needed.

Activity: Speeches

- Handle requests for speeches from Mayor and occasional City Council member needs.
- Research and write remarks and include key messages important to the City and branding efforts; provide in as timely a manner as possible to provide time for review and any needed revisions.

Activity: Photography

- Determine photography needs, if event should be photographed by Communications staff or freelance photographer.
- Identify and contract freelance photographers/videographers as needed for events; process contracts and invoices.
- Provide photo guidance to departments handling their own photography and consult on individual photography/videography needs.

Activity: Award Applications

- Identify and manage potential award applications that will showcase the City's excellence in services and programming.
- Coordinate award application ideas and content with departments and submit within deadlines.

Activity: Key Messages

- Annually develop key messages/priorities that encompass issues of current citywide interests and priorities, coordinating development and approval with executive team and City Manager.
- Ensure this information is included in whole or in part in all department and citywide communication programs and shared on SLIC.
- Proactively deliver messages in all communication tools.

Activity: Messages on Hold

- Update copy and recording for messages-on-hold twice per year in January and June to accommodate changing key messages or seasonal needs.
- Reminders with current message on hold copy are sent to all departments in January and June for their review. Departments are requested to update or revise messages which are sent back to Communications. Communications compiles all revisions ensuring key City messages are included and edited for conversational style and length.
- Outsourced professional voice talent is contracted to record messages which are edited and provided in the appropriate formats required for individual City facilities where they are used. Editing may be outsourced or done in-house considering costs, equipment, time and expertise of personnel.

Service 7: Homeowners Associations Liaison

Serve as the City's liaison for communication to all City homeowners and property management associations to ensure delivery of information on key programs, services and events impacting residents and homeowners groups.

Activity: Homeowner Association Meetings

- Conduct and manage City's Quarterly HOA meetings (3rd Thursday of January, April, July and October).
- Create agendas, schedule dates and speakers on current key City projects, programs, issues or events that impact neighborhoods.
- Maintain updated lists of associations and contact information.
- Build relationships with HOA and management association representatives to provide information, speakers, etc., to the city's HOAs, helping make government accessible and responsive to their needs.
- Ensure HOAs receive all news releases and community notifications to share with their residents. Provide additional information as requested for neighborhood issues or newsletters.
- Attend as many annual HOA meetings as possible to stay abreast of neighborhood issues, build relationships, emphasize interest and concern of the City to be responsive to our neighborhoods' needs. Provide and support staff & councilmembers' needs for materials, speaking points, etc. and have a communication staff representative available to speak and answer questions, as needed.

Service 8: Community Outreach

Manage and encourage citizen engagement through volunteer opportunities and coordinate to provide staff support; develop curriculum and lead citizen academies including SL101 and Mayor's Youth Advisory Council (MYAC); manage Ask City; and coordinate district Town Hall meetings; facilitate City Hall tours and guides.

Activity: Serve Sugar Land - Citywide Volunteer Program

- Identify and solicit volunteer opportunities from staff and communicate needs and opportunities for citizen involvement to the public.
- Place volunteers in areas of need; manage volunteer orientation and work including documentation of volunteer hours and duties performed in quarterly reports for City Manager and City Council.
- Develop, implement and manage awards recognition/celebration events and supporting budget needs.
- Supervise development of print collateral and audio/visual materials.
- Manage volunteer database and security of the database, train users in other departments and develop reporting tools.
- Develop and update Emergency Annex in coordination with Pool Staff Annex.

Activity: Citizen Academies

- Develop appropriate curriculums for SL101 and Mayor's Youth Advisory Council; recruit, screen and select participants.
- Assist Police, Fire and Airport with publicity, registration and scheduling of those department citizen academies.
- Lead sessions and facilitate tours of City facilities; schedule and manage staff presentations and logistics; develop and manage supporting budgets.
- Supervise development of print collateral and audio/visual materials, as well as options for student collaboration.
- Develop, implement and manage recognition/celebration events to recognize participants.
- Manage and maintain correspondence with alumni groups.

Activity: Ask City

- Manage citizens' inquiries that are submitted through the City's main website or by mobile app, phone, fax or email. Refer and work with various departments to address citizen concerns and questions in a timely manner. Manage web tool tracking and handling of inquiries.
- Manage web tool tracking and handling of inquiries.
- Research issues and inquiries reported and coordinate follow up with departments to resolve questions or concerns.
- Provide Ask City support for users and system administrators.

Activity: Annual State of the City & District Town Hall Meetings

- Manage and coordinate annual January State of the City event with Fort Bend Chamber of Commerce providing direction for theme, potential honorees, invited guests, etc.
- Create year-in-review video showcasing City's major accomplishments and future plans.
- Coordinate Mayor's and City Manager's presentation with City Manager's office, providing supporting information, visuals, audio-video and print needs.
- Coordinate, write, design and produce online annual report.
- Manage A/V budget and needs with convention center management.
- Provide supporting print or A/V materials as needed.
- Coordinate publicity and guest seating with Chamber staff.
- Coordinate and set up District Town Hall meetings, managing publicity.

Activity: City Hall Tours

- Manage requests and conduct City Hall tours.
- Develop necessary print and audio/visual collateral and presentations.

SERVICE LEVEL EXPECTATIONS

Program: Communications	
Service (Activity)	Service Level Expectation
Publications	
<i>Sugar Land Today</i>	Mail Sugar Land Today to all Sugar Land postal residents & businesses
<i>Annual Report</i>	Annual Report will be designed and posted online before the State of City address

<i>Annual Calendar</i>	Mail annual Calendar to Sugar Land postal residents & businesses
<i>Special Publications, Brochures, flyers, posters, photography, etc.</i>	Assist departments with special publication needs
Website	
<i>Internal Training</i>	Provide training and support to web administrators
<i>Web Page Development & Updates</i>	Website updated daily
<i>E-news Services</i>	Citywide e-news distributed monthly
<i>E-News Report and Web Marketing</i>	Web activity tracked and reports created monthly
<i>Online Town Hall & other citizen surveys</i>	Assist departments in identifying and developing effective survey topics and questions to engage citizen input on important city issues or initiatives
Social Media	
<i>Facebook, Twitter, YouTube</i>	100% news releases & City events posted on appropriate social media tools; create monthly social media distribution calendar; all social media posts monitored daily and responded to as appropriate and as timely as possible
<i>Pinterest, Instagram, Flickr</i>	Post appropriate city and citizen-submitted images, updating on a daily or weekly basis, as needed and appropriate.
Municipal Television	
<i>Video Recording/Broadcasts of City Council & P & Zoning Meetings</i>	Meetings will be posted within 48 hours
<i>Rebroadcast other local Gov't Meetings</i>	Recorded meetings will be posted within a week (FBISD, Fort Bend Co)
<i>Video Production</i>	News stories will be created and aired weekly; other external and internal video needs filled as able.
<i>City & Community Bulletin Boards</i>	Content identified and BB slides updated each week
<i>Content Disruptions/Backups</i>	DVD backup recording will air within 24 hours of outage
<i>Emergency Notifications</i>	Urgent and Emergency notifications will be posted and updated in a timely manner to keep citizens informed
<i>Community Partnerships</i>	Identify and develop resources for community non-profit or public service opportunities to share video content
Media Relations/Emergency Communications and Citizen Survey	
<i>News Releases</i>	80% placement of news releases
<i>Media Response</i>	Respond to media calls/requests within 24 hours
<i>Public Safety Messages & Response</i>	Post public safety messages as needed or requested by public safety departments

<i>EOC Involvement/Activation</i>	Staff EOC PIO position within 4 hours of activation
<i>Media Interaction Training</i>	Develop media training class annually and provide to departments as needed or requested
<i>Citizen Survey</i>	Developed and implemented every 2 years or per Council direction
<i>Emergency Radio Station</i>	Assist Emergency Management Dept. in identifying & programming appropriate emergency or public safety content.
<i>Citywide Communications Plans</i>	Create & implement key messages and communications plans for major City initiatives
<i>Speeches</i>	Prepared by requested date
<i>Key Messages</i>	Developed during first quarter of fiscal year
<i>Messages on Hold</i>	Create & update twice per year (spring & fall)
<i>Photography</i>	Provided within week following assignment
<i>Award Applications</i>	Created & submitted by relevant deadline & department requests
Homeowners Association Liaison	
<i>Quarterly HOA Meetings</i>	Conduct Quarterly HOA meetings for elected HOA & property management reps at City Hall
<i>HOA requests</i>	Respond to HOA requests within 48 hours
<i>HOA meetings</i>	Attend annual or other scheduled HOA meetings as needed abd scheduling permits; provide staff or info as requested by HOAs.
Community Outreach	
<i>Volunteer Hours OK</i>	Encourage & track # of volunteers and hours donated; Average 20,000+ volunteer hours per year
<i>Citizen Academies OK</i>	Coordinate & manage 2 Citizen Academies per year (MYAC and SL101)
	Correspond with alumni groups twice per year
	Aim for SL101 alumni placement on Boards & Commissions
<i>State of the City</i>	Coordinate & manage State of the City event once a year
<i>District Town Hall Meetings</i>	Coordinate & manage 1 -2 District Town Hall meetings per year, as designated by City Council
<i>City Hall Tours</i>	Organize & conduct City Hall Tours as requested
<i>Citizen Action Center</i>	Manage Citizen Action Center inquiries, responding within 48 hours tracking with Public Stuff CRM system

SERVICE LEVEL MEASURES

Program: Communications		Expected Result	
Service	Service Level Measure	FY14	FY15
Publications	<i>Service Level Measures for Activities Below:</i>		
<i>Sugar Land Today</i>	95% of citizens will receive <i>Sugar Land Today</i>	95%	95%
<i>Annual Report</i>	Design Annual Report and post online prior to the State of the City address	100%	100%
<i>Annual Calendar</i>	95% of citizens will receive the annual Calendar	90%	90%
<i>Special Publications, Brochures, flyers, posters, photography, etc.</i>	Respond to at least 75% of special publication requests	75%	75%
Website	<i>Service Level Measures for Activities Below:</i>		
<i>Internal Training</i>	Train 90% of new web administrators each quarter	90%	90%
<i>Web Page Development & Updates</i>	Update and monitor website daily	100%	100%
<i>E-news Services</i>	Distribute citywide e-news on a monthly basis	100%	100%
<i>Online Town Hall & Other Citizen Surveys</i>	Report the number of topics and attendees	100%	100%
Social Media	<i>Service Level Measures for Activities Below:</i>		
<i>Facebook, Twitter, YouTube</i>	Post 100% news releases and City events on City's main social medial tools	100%	100%
	Create 12 monthly social media distribution calendars	12	12
	Monitor daily and respond to all social media posts as appropriate and as timely as possible	100%	100%
<i>Flickr, Instagram, Pinterest</i>	Post and update appropriate city and citizen-submitted images on a weekly basis	100%	100%
Municipal Television	<i>Service Level Measures for Activities Below:</i>		
<i>Video Recording/Broadcasts of City Council & P/Z Meetings</i>	Percentage of meetings posted within 48 hours	100%	100%
<i>Rebroadcast other local Gov't Meetings</i>	Percentage of recorded meetings posted within 1 week	100%	100%
<i>Video Production</i>	Create and air newscast every two weeks	95%	95%

<i>City & Community Bulletin Boards</i>	Update Bulletin Board slides on a weekly basis	100%	100%
<i>Content Disruptions/Backups</i>	Air backup DVD recording within 24 hours of outage	100%	100%
<i>Emergency Notifications</i>	Post and update 100% of the Urgent and Emergency notifications	100%	100%
<i>Community Partnerships</i>	Number of developed resources	2new/yr	2new/yr
Media Relations/Emergency Communications and Citizen Survey	<i>Service Level Measures for Activities Below:</i>		
<i>News Releases</i>	Place/Post 80% of news releases in media	80%	80%
<i>Media Response</i>	Respond to media calls/requests within 24 hours	100%	100%
<i>Public Safety Messages & Response</i>	Post 100% public safety messages as needed or requested by public safety departments	100%	100%
<i>EOC Involvement/Activation</i>	Staff EOC PIO position within 4 hours of activation	100%	100%
<i>Citizen Survey</i>	Developed and implemented every 2-3 yrs	100%	100%
<i>Emergency Radio Station</i>	Update emergency messages as needed	100%	100%
Internal Communications	<i>Service Level Measures for Activities Below:</i>		
<i>Key Messages</i>	Develop 100% of key messages during the FY's first quarter	100%	100%
<i>Messages on Hold</i>	Create and update messages twice per year	100%	100%
<i>Photography</i>	Provide for major events within 1 week	100%	100%
<i>Award Applications</i>	Award applications submitted, as needed	100%	100%
Homeowners Association Liaison	<i>Service Level Measures for Activities Below:</i>		
<i>Conduct Quarterly HOA meetings at City Hall</i>	Conduct 4 Quarterly HOA meetings at City Hall	100%	100%
<i>Respond to HOA Requests</i>	Respond to 100% of HOA requests	100%	100%
<i>HOA Meetings</i>	Number of HOA meetings attended	8 - 10	8 - 10
Community Outreach	<i>Service Level Measures for Activities Below:</i>		
<i>Volunteer Hours</i>	Average 20,000 volunteer hours per year	20,000	20,000
<i>Citizen Academies</i>	Coordinate & manage 2 Citizen Academies per year	100%	100%
	Correspond with alumni groups twice a year	100%	100%

<i>State of City</i>	Coordinate State of City event once a year	100%	100%
<i>District Town Hall Meetings</i>	Number of District Town Hall meetings coordinated	As requested	As requested
<i>City Hall Tours</i>	Number of City Hall Tours organized	1-2/mo	1-2/mo
<i>Ask City</i>	Number of Ask City inquiries	2-6/day	2-6/day
	Respond to 100% of Ask City inquiries via web, phone, email within 48 hours	100%	100%